

EDRP Meeting April 24, 2012 6:30pm @ City Hall

***Updated April 30 by Tammy*

Dick McCracken called the meeting to order

Minutes from April 17th Approved

Dick McCracken introduced the Panel:

Attendees: Tony Bilz, Ashley Schutte, Darleen Connolly, Dick McCracken, David Hertz, Mike Flint

Absent: Phil Kahn

Linda Lytle with Visit Madison, Steve Thomas with Jefferson County Board of Tourism and Georgie Kelly with Chautauqua will speak tonight.

Dick introduced Steve Thomas as the 1st Speaker but Linda Lytle also serves on this Board so she will speak with Steve. Steve has served on this Board for 12 years. No goal or mission but they do have a Statute. *He provided handouts that you should refer to.* Tourism is major funding for Visit Madison. Indianapolis, Cincinnati and Louisville residents come to Madison as a day trip. As far as their plan, they look at the Mayor as the CEO, the City as the Business and the JCBT as the Sales Reps. They put a positive spin on Madison to bring in visitors. Their budget is \$110,000 roughly. CVB assist in outreach to other communities. JCBT listens to CVB to find out what is needed to bring others in. They meet once monthly or as needed for special issues. It is always public. The JCBT consists of 3 from the County, 3 from the City with 1 appointment from the Mayor. No term limits but the appointments are County: 1yr. term, City: 2 year term. Their budget comes from an Innkeepers Tax of 5%. This applies to all bed and breakfast inns, State Parks but not their campgrounds, campgrounds (not included in state parks) and hotels/motels. Any stay less than 30 days gets this 5% tax. The funds first go to the State but the State always returns them to the JCBT.

Open for Panel Questions:

Darleen Connolly asked....what else do you fund?

Steve and Linda answered that they also fund some of our events like Chautauqua, River Roots and Ribberfest.. Steve mentioned that we have a 95% return rate on guests. This means that 95% of our visitors come back again.

Dick McCracken asked...What is the relationship between JCBT and the Mayor's office?

The Mayor acts as the CEO. City Council is the Board of Directors. Visitors Board is the Sales Reps. Madison is the product. Very open relationship with the mayor and city council. Linda Lytle reports to

JCBT and she reports to Visit Madison. Andrew Forrester is the liaison to the Mayor as he serves on both boards too.

Dick asked...what brings businesses to Madison?

People come for shopping, recreation, history, beauty in nature, river, nightlife, and festivals. Tourism here is mostly seasonal. Fall is the busiest time: (Aug. to the end of Oct.) Spring brings a lot of traffic as well. People love the architecture. *Staycation* was introduced this year as a marketing campaign. It went very well. Now Madison is a great "Girls Get Away" and "Couples Retreat" too. We have a lot to offer in the way of romance.

Darleen asked...if it has picked up in the last few years by design.

Yes. Now we market more in big cities. We enjoy a continual upswing in tourism.

Tony asked...Do you target a certain age group?

Not really...We go more for target markets than target ages.

Questions closed.

Dick introduced Linda Lytle as our 2nd Speaker:

Linda spoke about the Mission statement. She provided a handout. Her charge is to increase visitation to our city by providing an outstanding experience. We budget \$30-\$40,000 on advertising a year. We do stories for major magazines like Midwest Living to promote Madison. We have 9 Board members; 4 full time staff and 3 part time staff. They assist with all festivals. Open 7 days a week at the Visitors Center. They manage Chautauqua, Ribberfest and River Roots. They control these festivals to help generate more revenue. Tourism is Economic Development. They work very closely with Chamber and EDP. Accomplishments have been great. 52,000 visitors came through the Visitors Center last year. We have 300-350,000 guests in Madison every year. Would love to have their own media person @ Visitors Center.

Tony Bilz asked...Have you planned any recent new events?

Yes, there was a Wine Tasting on the River this past weekend that went well. Madison is event heavy with Chautauqua bringing in the most tourists.

Dick McCracken asked...what kind of reception do you get in areas like Chicago?

They like Madison and love to feature our community in stories. We get lots of press because we respond immediately to a quick request from publicity.

Tony Bilz asked...What are we doing to attract young people?

Heritage Trail, horseback riding, we need more activities on the river like boat rentals though. Nightlife is building. Arts Community is growing so fast that they are evolving right now. Main St. is as well. We take

advantage of what we have and build on it. Underground Railroad trail, Wine Trail, John Hunt Morgan Trail, we have a number of restaurants that are well reflected. Midwest Living will feature 4 restaurants on a food trail article coming in May.

Questions closed

Introduction of Georgie Kelly with Chautauqua. Georgie provided a script of her speech. Please include it with these minutes.

Questions:

Ashley Schutte asked...do we make a % off food vendors at Chautauqua?

No, they pay a flat fee.

Ashley asked... are the booth fees the same.

No, we offer different sizes and different ranges. Such as corner booths, ½ corner booths, etc. We offer 15'x15' booths instead of the standard 10x10. Exhibitors love this.

Dick asked...What trends year to year?

People need art to perk them up. We are looking at food entity for this year: Like, gourmet and specialty foods to attract a new genre.

Darleen asked...Do you have to turn exhibitors away?

Yes, we fill our show each year. We do have to turn people away but we place them on a waiting list in case someone has to cancel in their market category. We do protect the markets though.

David hertz asked...Is parking an issue?

Not that big a problem. Locals take it harder than tourists. We provide shuttle from the high school. This works very well.

Dick closed questions and thanked our speakers.

Dick addressed the former public forum meeting and promised that we would put those questions on the website. The suggestion that we have Shovel Ready sites pictured on the website has been made to EDP.

Ashley Schutte reported that the Survey is available on the website @ Madison-in.gov and in City Hall. It is anonymous and can be filled out and returned by May 9th.

****Tammy Acosta mentioned that the public can access agendas and minutes from each meeting on the city's website: Madison-in.gov, and contact her to receive copies of all handouts brought in by the speakers.**

At our next meeting on May 3 @ 6:30pm we will welcome Camille Fife of Historic Preservation and Blayr Barnard with SBDC.

Mike Flint raised the subject of a cut off to public input and involvement. For scheduling our time so that we can end on June 30th as the mayor has requested, he made a motion that we have no additional speakers beyond May 29th. **An additional presentation meeting may be added, if approved by Panel, in public forum. Otherwise, the planned meetings for June are cancelled to enable progression through research and drafting the proposal.

Motion was 2nd by David Hertz. All agreed. Tammy will send out public release noting this change.

Adjourned 8:00pm